

HS217

(Rev. 7/93)

Highway Safety Program Cost Summary

State: WISCONSIN

Number:

PLAN Estimate

Date: July,

FFY: 2004

Highway Safety Plan

| PROGRAM AREA | APPRVD PROGRAM COSTS | BASIS FOR % CHANGE | STATE/LOCAL FUNDS | FEDERALLY FUNDED PROGRAMS | | | |
|------------------|----------------------|---------------------|---------------------|---------------------------|---------------------|-------------|---|
| | | | | PREVIOUS BAL | INCRE/(DECRE) | % CHNG | C |
| PA | 582,500.00 | 235,000.00 | 347,500.00 | 0.00 | 235,000.00 | 0% | |
| OP | 1,549,000.00 | 1,050,000.00 | 499,000.00 | 0.00 | 1,050,000.00 | 0% | |
| AL | 985,750.00 | 737,000.00 | 248,750.00 | 0.00 | 737,000.00 | 0% | |
| PT | 885,000.00 | 545,000.00 | 340,000.00 | 0.00 | 545,000.00 | 0% | |
| TR | 584,000.00 | 285,000.00 | 299,000.00 | 0.00 | 285,000.00 | 0% | |
| EM | 243,000.00 | 115,000.00 | 128,000.00 | 0.00 | 115,000.00 | 0% | |
| MC | 1,044,000.00 | 80,000.00 | 964,000.00 | 0.00 | 80,000.00 | 0% | |
| PS | 491,700.00 | 244,200.00 | 247,500.00 | 0.00 | 244,200.00 | 0% | |
| CP | 1,566,000.00 | 1,018,000.00 | 548,000.00 | 0.00 | 1,018,000.00 | 0% | |
| Total 402 | 7,930,950.00 | 4,309,200.00 | 3,621,750.00 | 0.00 | 4,309,200.00 | 0.00 | |
| 157-OP | 1,024,700.00 | 702,700.00 | 322,000.00 | 0.00 | 702,700.00 | 0% | |
| 157-IN2 | 302,000.00 | 200,000.00 | 102,000.00 | 0.00 | 200,000.00 | 0% | |
| 2003(b)-J3 | 357,000.00 | 230,000.00 | 127,000.00 | 0.00 | 230,000.00 | 0% | |
| 410-J8 | 2,390,100.00 | 1,022,000.00 | 1,368,100.00 | 0.00 | 1,022,000.00 | 0% | |
| 164-AL | 480,500.00 | 415,000.00 | 65,500.00 | 0.00 | 415,000.00 | 0% | |
| 411-J9 | 512,000.00 | 210,000.00 | 302,000.00 | 0.00 | 210,000.00 | 0% | |
| ALL FUNDS | 12,997,250.00 | 7,088,900.00 | 5,908,350.00 | 0.00 | 7,088,900.00 | 0.00 | |

STATE OFFICIALS AUTHORIZED SIGNATURE:

FEDERAL OFFICIAL(S) AUTHORIZED SIGNATURE:

NAME_____

NHTSA - NAME_____

FHWA - NAME_____

TITLE_____

TITLE_____

TITLE_____

DATE_____

DATE_____

DATE_____

EFFECTIVE DATE_____

BUDGET -- ALL FUNDS

| FFY 2004 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET | | | | | | |
|---|--------------------|---------|---------|-------|----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| PLANNING & ADMINISTRATION FUNDS 01 | | | | | | |
| 04-01-01 | Program Mgmt | 225,000 | 2,000 | 2,000 | 229,000 | 56,250 |
| | Strategic Planning | 10,000 | 7,500 | 5,000 | 22,500 | 2,500 |
| 402 TOTAL | (PA) | 235,000 | 9,500 | 7,000 | 251,500 | 58,750 |
| State 461 | 402 Match | 0 | 331,000 | | 331,000 | |
| Total State | (461) | 0 | 331,000 | | 331,000 | |
| TOTAL ALL FUNDS | | 235,000 | 340,500 | 7,000 | 582,500 | 58,750 |

| OCCUPANT PROTECTION FUNDS 02 | | | | | | |
|-------------------------------------|------------------------|-----------|---------|---------|-----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-02-01 | Program Mgmt | 65,000 | 10,000 | 10,000 | 85,000 | 16,250 |
| 04-02-02 | PI&E | 250,000 | 50,000 | 150,000 | 450,000 | 125,000 |
| 04-02-03 | Training-TOPS | 5,000 | 2,000 | 5,000 | 12,000 | 2,500 |
| 04-02-04 | Community Programs | 20,000 | 2,000 | 20,000 | 42,000 | 20,000 |
| 04-02-05 | Buckle Up Mobilization | 295,000 | 5,000 | 100,000 | 400,000 | 221,250 |
| | LE Liaisons | 85,000 | 3,000 | 35,000 | 123,000 | 42,500 |
| 04-02-06 | Observ Survey | 185,000 | 10,000 | 35,000 | 230,000 | 46,250 |
| | 4 Surveys | 70,000 | 5,000 | 10,000 | 85,000 | 17,500 |
| 04-02-07 | CPS-WINS | 75,000 | 2,000 | 45,000 | 122,000 | 37,500 |
| 402 TOTAL | (OP) | 1,050,000 | 89,000 | 410,000 | 1,549,000 | 528,750 |
| 04-02-08 | Convincer support | 34,000 | 1,000 | 5,000 | 240,000 | 17,000 |
| 04-02-09 | Youth PI&E | 300,000 | 10,000 | 100,000 | 410,000 | 150,000 |
| 04-02-10 | Mid/High Schl Curric | 120,000 | 20,000 | 60,000 | 200,000 | 60,000 |
| 04-02-11 | Teen Community Acts | 148,700 | 4,000 | 70,000 | 222,700 | 148,700 |
| 04-02-12 | Diverse Community Acts | 100,000 | 2,000 | 50,000 | 152,000 | 100,000 |
| Total 157 | (157OP) | 702,700 | 37,000 | 285,000 | 1,224,700 | 475,700 |
| 04-02-13 | CPS Fitting Stations | 50,000 | 2,000 | 25,000 | 77,000 | 25,000 |
| 04-02-14 | CPS Training & Com Ed | 180,000 | 10,000 | 90,000 | 280,000 | 90,000 |
| Total 2003b | (J3) | 230,000 | 12,000 | 115,000 | 357,000 | 115,000 |
| 04-43-02 | Buckle Up Mobilization | 200,000 | 2,000 | 100,000 | 302,000 | 150,000 |
| 157 Innov | (DX) | 200,000 | 2,000 | 100,000 | 302,000 | 150,000 |
| TOTAL ALL FUNDS | | 2,182,700 | 140,000 | 910,000 | 3,432,700 | 1,269,450 |

BUDGET -- ALL FUNDS

| ALCOHOL and OTHER DRUGS FUNDS 03 General | | | | | | |
|--|-------------------------|-----------|-----------|-----------|-----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-03-01 | Program Mgmt | 160,000 | 10,000 | 10,000 | 180,000 | 40,000 |
| 04-03-02 | Mobilization/Sat Patrol | 370,000 | 5,000 | 182,500 | 557,500 | 370,000 |
| 04-03-03 | Alcohol Community | 137,000 | 5,000 | 31,250 | 173,250 | 137,000 |
| 04-03-04 | Evaluations | 70,000 | 5,000 | 0 | 75,000 | 17,500 |
| 402 Total | (AL) | 737,000 | 25,000 | 223,750 | 985,750 | 564,500 |
| 04-41-01 | Alcohol PI&E | 278,700 | 10,000 | 53,500 | 342,200 | 139,350 |
| 04-41-02 | UW Law | 250,000 | 10,000 | 67,000 | 327,000 | 54,620 |
| 04-41-03 | Drugs That Impair | 95,000 | 5,000 | 90,000 | 190,000 | 235,000 |
| 04-41-04 | Enforcement Training | 120,000 | 5,000 | 889,600 | 1,014,600 | 120,000 |
| 04-41-05 | Repeat Offender & ISP | 125,000 | 5,000 | 2,000 | 132,000 | 125,000 |
| 410 Total | (J8) | 868,700 | 35,000 | 1,102,100 | 2,005,800 | 673,970 |
| 04-03-05 | Safe Ride Programs | 275,000 | 3,000 | 10,000 | 288,000 | 250,000 |
| 04-03-06 | Evaluations | 140,000 | 35,000 | 17,500 | 192,500 | 100,000 |
| 164 Trans | (164AL) | 415,000 | 38,000 | 27,500 | 480,500 | 350,000 |
| State 568 | Pre-trial Intervention | | 779,400 | 12,470 | 791,870 | 779,400 |
| State 531 | Safe Ride Programs | | 140,143 | 10,000 | 150,143 | 140,143 |
| State Total | (461, 531 and 568) | 0 | 919,543 | 22,470 | 942,013 | 919,543 |
| TOTAL ALL FUNDS | | 2,020,700 | 1,017,543 | 1,375,820 | 4,414,063 | 2,508,013 |

| ALCOHOL and OTHER DRUGS FUNDS 03 Youth | | | | | | |
|--|-----------------------|---------|---------|---------|-----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-41-06 | Youth Outreach | 83,300 | 35,000 | 80,000 | 198,300 | 41,650 |
| 04-41-07 | Youth Community | 15,000 | 8,000 | 18,000 | 41,000 | 15,000 |
| 04-41-08 | Young Adult-Community | 55,000 | 55,000 | 35,000 | 145,000 | 55,000 |
| 410 Total | (J8) | 153,300 | 98,000 | 133,000 | 384,300 | 111,650 |
| 04-44-01 | Youth Outreach | 112,000 | 200,000 | 300,000 | 612,000 | 28,000 |
| 04-44-02 | Youth Community | 221,000 | 45,000 | 20,000 | 286,000 | 221,000 |
| 04-44-03 | Young Adult-Community | 65,660 | 2,000 | 25,000 | 92,660 | 65,660 |
| 04-44-04 | Youth Enforcement | 111,000 | 0 | 25,000 | 136,000 | 111,000 |
| USDOJ Tot | (44) | 509,660 | 247,000 | 370,000 | 1,126,660 | 425,660 |
| TOTAL ALL FUNDS | | 662,960 | 345,000 | 503,000 | 1,510,960 | 537,310 |

BUDGET -- ALL FUNDS

| POLICE TRAFFIC SERVICES 06 | | | | | | |
|----------------------------|-------------------------|----------------|----------------|----------------|------------------|----------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-04-01 | Program Mgmt | 65,000 | 10,000 | 0 | 75,000 | 16,250 |
| 04-04-02 | PI&E | 50,000 | 5,000 | 5,000 | 60,000 | 25,000 |
| 04-04-03 | TLE Training | 30,000 | 10,000 | 90,000 | 130,000 | 15,000 |
| 04-04-05 | Traffic Law Enforcement | 400,000 | 20,000 | 200,000 | 620,000 | 300,000 |
| 402 TOTAL | (PT) | 545,000 | 45,000 | 295,000 | 885,000 | 356,250 |
| TRAFFIC RECORDS 05 | | | | | | |
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-05-01 | Prog Mgt/Analysis | 110,000 | 20,000 | 0 | 130,000 | 27,500 |
| 04-05-02 | Data Linkage | 75,000 | 12,000 | 1,000 | 88,000 | 18,750 |
| 04-05-03 | Analyses/Outreach | 50,000 | 5,000 | 5,000 | 60,000 | 12,500 |
| 04-05-04 | TraCS Rollout | 50,000 | 10,000 | 25,000 | 85,000 | 12,500 |
| 402 TOTAL | (TR) | 285,000 | 47,000 | 31,000 | 363,000 | 71,250 |
| 04-05-05 | 411 Strategic Planning | 5,000 | 15,000 | 12,000 | 32,000 | 1,250 |
| 04-05-06 | Crash Data Improve | 215,000 | 75,000 | 200,000 | 490,000 | 53,750 |
| 411 TOTAL | (J9) | 220,000 | 90,000 | 212,000 | 522,000 | 55,000 |
| 04-43-01 | CODES Demonstration | 58,000 | 2,000 | 7,000 | 67,000 | 14,500 |
| 403 TOTAL | (DX) | 58,000 | 2,000 | 7,000 | 67,000 | 14,500 |
| State 461 | Policy Analysis | 0 | 221,000 | 0 | 221,000 | 55,250 |
| State Total | (461) | 0 | 221,000 | 0 | 221,000 | 55,250 |
| TOTAL | ALL FUNDS | 563,000 | 360,000 | 250,000 | 1,173,000 | 196,000 |

| INJURY CONTROL - EMERGENCY RESPONSE 06 | | | | | | |
|--|----------------------|----------------|---------------|---------------|----------------|---------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-06-01 | EMS PI&E | 50,000 | 10,000 | 10,000 | 70,000 | 25,000 |
| 04-06-02 | Training-FR | 30,000 | 2,000 | 20,000 | 52,000 | 15,000 |
| | ALERT Training | 10,000 | 2,000 | 15,000 | 27,000 | 5,000 |
| | EMS Communicator Tm | 10,000 | 30,000 | 15,000 | 55,000 | 5,000 |
| 04-06-03 | Safe Commun EMS Acts | 10,000 | 2,000 | 15,000 | 27,000 | 10,000 |
| 04-06-04 | Ambulance Inspect | 5,000 | 5,000 | 2,000 | 12,000 | 1,250 |
| 402 TOTAL | (EM) | 115,000 | 51,000 | 77,000 | 243,000 | 61,250 |

| MOTORCYCLE SAFETY 07 | | | | | | |
|----------------------|---------------------|---------------|----------------|----------------|------------------|----------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-07-01 | Prog Mgmt | 40,000 | 67,000 | 20,000 | 127,000 | 10,000 |
| 04-07-02 | PI&E | 30,000 | 2,000 | 3,000 | 35,000 | 15,000 |
| 04-07-03 | Instructor Training | 10,000 | 3,000 | 15,000 | 28,000 | 5,000 |
| 402 TOTAL | (MC) | 80,000 | 72,000 | 38,000 | 190,000 | 30,000 |
| State 461 | MC Rider Education | 0 | 654,000 | 200,000 | 854,000 | 654,000 |
| State TOTAL | (461) | 0 | 654,000 | 200,000 | 854,000 | 654,000 |
| TOTAL | ALL FUNDS | 80,000 | 726,000 | 238,000 | 1,044,000 | 684,000 |

BUDGET -- ALL FUNDS

| PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 09 | | | | | | |
|--|------------------------|---------|---------|---------|----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-09-01 | PI&E | 80,000 | 4,000 | 20,000 | 104,000 | 40,000 |
| 04-09-02 | Training & Tech. Asst. | 20,000 | 4,000 | 20,000 | 44,000 | 10,000 |
| 04-09-03 | Community Programs | 124,200 | 0 | 100,000 | 224,200 | 124,200 |
| 04-09-05 | Surveys - Bike | 20,000 | 2,000 | 5,000 | 27,000 | 10,000 |
| 402 TOTAL | (PS) | 244,200 | 10,000 | 145,000 | 399,200 | 184,200 |
| State 461 | Program Management | 0 | 60,000 | 0 | 60,000 | 0 |
| | PI&E & Bike Laws | 0 | 32,500 | 0 | 32,500 | 0 |
| State TOTAL | (461) | 0 | 92,500 | 0 | 92,500 | 0 |
| TOTAL | ALL FUNDS | 244,200 | 102,500 | 145,000 | 491,700 | 184,200 |

| CORRIDOR/ COMMUNITY TRAFFIC SAFETY 10 Community Outreach | | | | | | |
|--|---------------------------|---------|--------|---------|-----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-10-01 | Management/ Outreach | 335,000 | 75,000 | 0 | 410,000 | 83,750 |
| 04-10-02 | Safe Communities | 500,000 | 0 | 400,000 | 900,000 | 500,000 |
| | Safety Conscious Planning | 15,000 | 2,000 | 7,000 | 24,000 | 15,000 |
| Subtotal | | 850,000 | 77,000 | 407,000 | 1,334,000 | 598,750 |

| CORRIDOR/ COMMUNITY TRAFFIC SAFETY 10 General Outreach | | | | | | |
|--|-----------------------|-----------|---------|---------|-----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| 04-10-03 | PI&E Management | 60,000 | 2,000 | 2,000 | 64,000 | 15,000 |
| 04-10-04 | Community PI&E | 40,000 | 6,000 | 1,000 | 47,000 | 20,000 |
| | TSR and Internet | 35,000 | 10,000 | 10,000 | 55,000 | 17,500 |
| 04-10-05 | Governor's Conference | 20,000 | 8,000 | 20,000 | 48,000 | 10,000 |
| | Volunteer Outreach | 13,000 | 0 | 5,000 | 18,000 | 6,500 |
| Subtotal | | 168,000 | 26,000 | 38,000 | 232,000 | 69,000 |
| 402 TOTAL | (CP) | 1,018,000 | 103,000 | 445,000 | 1,566,000 | 667,750 |

| LARGE TRUCK SAFETY 12 | | | | | | |
|-----------------------|------------|-----------|-------|-------|-----------|-------------|
| Activity | Title | Fed | State | Local | Tot Prog | Loc Benefit |
| MCSAP | MCSAP Plan | 4,300,000 | 0 | 0 | 4,300,000 | 4,300,000 |
| | MCSAP | 4,300,000 | 0 | 0 | 4,300,000 | 4,300,000 |

| | | | | | | |
|------------|--------------|-----------|---------|-----------|-----------|-----------|
| 402 | TOTAL | 4,309,200 | 451,500 | 1,671,750 | 6,432,450 | 2,522,700 |
| 410 | TOTAL | 1,022,000 | 133,000 | 1,235,100 | 2,390,100 | 785,620 |

| NHTSA Communication: 01 July 2003 = ESTIMATED FUNDS for 2004 HSP | | | | |
|--|-----------|-----------|-----------|-----------|
| fund | award | carryover | total | 20% over |
| 163 | 1,940,000 | 0 | 1,940,000 | |
| 2003(b) | 154,000 | 76,000 | 230,000 | |
| 405 | 0 | 0 | 0 | |
| 410 | 1,022,000 | 0 | 1,022,000 | |
| 411 | 0 | 210,000 | 210,000 | |
| 402 | 3,191,000 | 400,000 | 3,591,000 | 4,309,200 |

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR § 18.12.

Each fiscal year the State will sign this certification and assurance statement that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include the following:

23 U.S.C Chapter 4 - Highway Safety Act of 1966

49 CFR Part 18 - Uniform Administration Requirements for Grants and Cooperative Agreements to State and Local Governments

49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations

23 CFR Chapter II - NHTSA & FHWA Procedures and General Provisions for State Highway Safety Programs

45 CFR Part 74 - Appendix E - Principles for Determining Costs Applicable to Research and Development Under Grants and Contracts with Hospitals

OMB Circular A-87 - Cost Principles for State, local and Indian Tribal Governments

OMB Circular A-21 - Cost Principles for Educational Institutions

OMB Circular* A- 122 - Cost Principles for Nonprofit Organizations

OMB Circular A- 133 - Audits of States, Local Government and Nonprofit Organizations

NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs

Highway Safety Grant Funding Policy for NHTSA/FHWA Field-Administered Grants (Effective 7/14/95)

Certification Statements

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program in compliance with 23 USC 402(b) (1) (A);

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation in compliance with 23 USC 402(b) (1) (B);

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs authorized in accordance with 23 USC 402(b) (1) (C), unless this requirement is waived by the Secretary of Transportation;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks in compliance with 23 USC 402(b) (1) (D);

This State's highway safety program provides for programs to encourage the use of safety belts by drivers of, and passengers in, motor vehicles, in compliance with 23 USC 402(b)(1)(E);

Cash draw downs will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations in accordance with 49 CFR. 18.20, 18.21, and 18.40 (failure to adhere to these provisions may result in the termination of advance financing.

Arrangements have been made for the financial and compliance audit required by the Single **Audit Act of 1984 (OMB Circular A-128)**, which is to be conducted within the prescribed audit reporting cycle (failure to finish an acceptable audit, as determined by the cognizant Federal agency, may result in denial or require return of Federal funds);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement

with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes;

Each recipient of Section 402 funds has a financial management system that complies with the minimum requirements of 49 CFR Part 18.20;

Each recipient of Section 402 funds will comply with all applicable State procurement procedures;

The State is funding programs that are within the NHTSA/FHWA National Priority program areas;

The State highway safety agency will comply with Title VI of the Civil Rights Act of 1964 and Section 504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CFR Parts 21 and 27, to ensure that no person in the United States shall, on the grounds of race, color, national origin, or handicap, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under this program.

The Drug-free Workplace Act. of 1988(49 CFR Part 29 Sub-part E):

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.

Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will -
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation

occurring in the workplace no later than five days after such conviction.

- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who -is so convicted --

1)Taking appropriate personnel action against such an employee, up to and including termination.

2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

Making a good -faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured items produced in the United States may be purchased with Federal funds unless the State can show that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and are of an unsatisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

CERTIFICATION REGARDING LOBBYING:

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract,

grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients, shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION:

In accordance with the provisions of 49 CFR Part 29, the State agrees that it shall not knowingly enter into any agreement under its Highway Safety Plan with a person or entity that is barred, suspended, declared ineligible, or voluntarily excluded from participation in the Section 402 program, unless otherwise authorized by NHTSA. The State further agrees that it will include the following clause and accompanying instruction, without modification, in all lower tier covered transactions, as provided by 49 CFR Part 29, and in all solicitations for lower tier covered transactions.

Instructions for Certification

1. By signing and *submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed

circumstances.

4. The terms covered transaction, "debarred," "suspended," "ineligible," "lower tier- covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by- submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement List.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION -- LOWER TIER COVERED TRANSACTIONS:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

MINORITY BUSINESS ENTERPRISE REQUIREMENTS:

In accordance with the provisions of 49 CFR Part 23, the State agrees to abide by the following statements, and shall ensure that these statements are included in all subsequent agreements and/or contracts assisted by Section 402 funds:

It is the policy of the Department of Transportation that minority business enterprises, as defined in 49 CFR Part 23, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds under this agreement. Consequently, the MBE requirements of 49 CFR Part 23 apply to this agreement.

The recipient or its contractor agrees to ensure that minority business enterprises as defined in 49 CFR Part 23 have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that minority business enterprises have the maximum opportunity to compete for and perform contracts. Recipients and their contractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of DOT-assisted contracts.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this highway safety plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act (42 USC 4321 et seq.).

Governor's Representative for Highway Safety

Date

**State of Wisconsin
Bureau of Transportation Safety**

Public Information and Education Work Plan

2003-2004

COORDINATION HIERARCHY for PUBLIC INFORMATION

Media Events and Media Releases

- See Calendar
- See WisDOT Calendar
- See WI State Patrol Calendar
- See DH&FS Calendar

State Agencies

- Wisconsin State Patrol
- WI Department of Health & Family Services
- WI Department of Public Instruction

Traffic Safety Advocates and Partners

- Safe Communities Coalitions
- WHSCA
- WAWHSL
- WICOP
- WI Sheriffs and Deputy Sheriffs
- Badger Sheriffs
- WTSOA
- WDTSEA
- AAA
- MADD
- WI Safe Kids
- WATS
- Medical Society of WI

Associations, Trade Groups

- Tavern League of WI
- WI Council on Safety

Targeted Populations and Locations

- Sports arenas, stadiums
- Concert Venues
- Fleets – public and private

STRATEGIC PLAN for PUBLIC INFORMATION ACTIVITIES

Vision: A limited number of highly effective program-related messages and activities recognized by the target audience and integrated into their social universe.

Goal: Information -Create general public awareness of the size and nature of the problem of traffic-related injuries

Goal: Information - Improve public knowledge about unsafe driving behaviors and their consequences

Goal: Information - Create awareness of and access to BOTS-sponsored programs and activities.

Goal: Information - Create awareness of risk of negative consequences.

Goal: Motivation to Change – Motivate audiences to minimize risk of negative consequences.

Tactic: All public information activities must be integrated with other strategies supporting programs and must be demonstrated to add to the effectiveness of the program.

- No stand-alone messages or campaigns.
- Integration of strategies at the community level will be required of all Safe Communities

Tactic: Distribute traffic safety messages broadly.

- Adopt a new, comprehensive publicity model for all large-scale public information programs, making greater use of state agencies, partners and the private sector to ensure multiple exposures to safety messages.
- Involve all state and local program coordinators and law enforcement liaisons in development and implementation of the model in order to disseminate traffic safety messages as widely and in as many venues as possible.
- Plan for the multiple message exposures required for information acquisition.

Tactic: Segment population and identify priority target audiences for safety messages.

- Baseline and periodic Knowledge/Attitude/Behavior Surveys
- Baseline and periodic Observational Surveys
- Obtain PR audience segmentation information
- Organize Focus Groups of target market individuals and of those who interact with them

Tactic: Identify target market motivators for behavior change

- Organize Focus Groups of target market individuals and of those who interact with them
- Work with Safe Communities and other local coalitions on understanding of social mores and social more change strategies

Tactic: Selection of media and messengers appropriate to target audience

- News consumption, periodicals, other sources of information
- Identification with individuals, professions, etc.

Tactic: Selection of Earned Media vs. Paid Media depends upon value added to program.

- Follow NHTSA "Guidance for Using Federal Safety Funds for Purchasing Advertising for Highway Safety Messages." February 2002.
- Identify types of earned media before placement of messages.

PROGRAM ACTIVITIES

Management: The Communications Program Manager will assist each program specialist in the development of communications strategies, educational materials and marketing or social marketing techniques. In addition, the Communications Manager will arrange for the dissemination of information about traffic safety issues, programs and techniques by means of media releases, print newsletters and Internet publications, and by coordination of state safety conferences and advocacy group meetings.

Communications/Education/ Marketing: Effective information dissemination and marketing creates an awareness of the issues and furthers the principles of traffic safety in all arenas. PI&E is intended to be an integral part of each program activity and will be evaluated as a contributing factor to the program's success. Our "toolbox" of strategies include, but are not limited to, advertising, media programming, media relations, information programming, training and development, advocacy leadership, response feedback, special events, promotional items, product marketing and testimonials.

Mass Media: Education alone is ineffective at best; it can even increase the risk, according to a May 2001 article in the Insurance Institute's Status Report. A recent literature review of the assumptions, premises and results of 25 years of traffic safety communications campaigns provided little evidence to support implementation of "mass media only" programs to modify negative traffic safety behaviors. (Iowa State U, 1999). Mass media alone can introduce broad health promotion concepts and accurate information on safe traffic measures, but they do not produce significant changes in attitudes and values on social issues or adoption of preventive behaviors such as seat belt use.

Enforcement Mobilizations: Perception of risk through effective mass media techniques has been shown to improve the immediate and long-term effectiveness of enforcement campaigns. Improved traffic safety laws, with publicity and education, can change behavior. The "Elmira" model of waves of publicity and enforcement has shown success for more than 20 years. Thus, all Wisconsin enforcement activities will include a publicity campaign that precedes the activity and has a message relating to the presence of enforcement patrols and their immediate, high-probability consequences, whether the patrols occur in waves or as a general deterrence activity.

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Mass media can introduce broad health promotion concepts and accurate information on traffic measures; i.e., mass media can provide information to those ready, willing and able to receive that information. In conjunction with other program elements, mass media may be able to achieve lasting attitudinal and

behavior change. Some behavior changes have been demonstrated when media are combined with other community components. Ideally, the community program will consist of an integrated set of approaches involving mass communication, face-to-face program element, community action and small-scale education activities.

Education of the public and advocacy groups has helped enact legislation and transmitted knowledge about the provisions and penalties of laws in ways that increase their deterrent effect, and has generated public support for law enforcement programs.

Integrated Campaigns: Information campaigns will use multiple media wherever appropriate and will combine mass media with community, small group and individual activities. PSA's will be de-emphasized in favor of use of earned media, target group newsletters, etc. to direct messages to the target, secondary targets or opinion leaders.

Marketing: PI&E programs are more effective if marketing techniques are adopted: these include research, positioning, message design, testing and evaluation. The sophistication of today's highway safety consumer demands the use of social marketing principles to effectively reach our audiences.

Effective social marketing techniques to develop information and education programs will be used in tandem with enforcement, engineering, education and emergency medical services. "Branding," or repetition of a single message, permits consumers to readily recognize the source, creating awareness of the issue/problem.

Targeting/ Segmentation: The programs which reach the population "segments" identified with a message they will receive – not what we "think" they want to hear. BOTS will incorporate targeting into its overall activities by creating primary target profiles for each activity undertaken, selecting the easiest to reach or most at risk markets, with clear segment specific objectives.

Targeting programs, activities and messages requires the highway safety professional to achieve the cultural competence of his social science and public health counterparts. Messages that are based purely on demographic factors are not so successful as those that incorporate the message into the entire psychosocial context in which the target group operates. This requires a grounding in cultural norms other than those of the public safety professional or of the predominant culture.

To achieve the "right" message, BOTS will incorporate the following in developing PI&E strategies for each of the highway safety program areas:

1. Identify the problem or problems using statistical information available, as well as the perception of our driving public. Perception is reality.
2. Target messages by segmenting the market. There is no such thing as "general audience" today.
3. Establish partnerships or "secondary targets" of those entities that can assist in achieving our goals.
4. Develop the program through use of focus groups and market testing. Make change not noise.
5. Put the strategy into action, positioning the issue, or branding it, using messages the public becomes familiar with, will heighten awareness and are immediately relatable to a specific program.

6. Because social marketing is more than delivering messages via mass media, we will continue to develop innovative methods using the marketplace of ideas and be prepared to change ourselves in the process. Since communication goes both ways, we must answer the question of "What's in it for them?" when developing campaigns.
7. Evaluate the program through administrative methods, evaluate impact on knowledge, attitude and behavior using opinion/perception surveys and marketing surveys, and ultimately perform outcome evaluation of reduction of deaths and injuries resulting from motor vehicle crashes caused by the targeted behaviors.

CONTINUA FOR MICRO LEVEL MANAGERIAL TOOLS

| Prone to behave as Desired | | Resistant to Behave as Desired |
|---|---|---|
| Easy to See or Convey Self Interest | Need to See and Receive Benefits | Can't See and Can't Convey Self Interest or Benefits |
| Education | Marketing | Law |
| [-----Continue behavior-----] [-----Change behavior-----] | | |
| no/weak competition | passive/active competition | unmanageable competition |

SUMMARY of 2003-2004 PUBLIC INFORMATION PROJECTS

TOTAL BUDGET

OCCUPANT PROTECTION

04-02-02-OP Total Budget \$100,000

Message: Buckle Up or Pay the Price

Selected media: TV and Radio PSA's

Target Audience(s): General Public

Year Introduced: 2003

Budget -----

Paid Media \$50,000

New materials \$

Duplication \$

Estimated Earned Media \$

Message: Stay in the Game, Buckle Up

Selected media: TV and Radio PSA's, Print materials, Trinkets

Target Audience(s): Youth

Year Introduced: 2001, 2002

Budget -----

Paid Media \$ 0

New materials \$ 0

Duplication \$50,000

Estimated Earned Media \$

04-02-09-157OP Total Budget \$300,000

Message: Buckle Up or Pay the Price

Selected media: TV and Radio PSA's

Target Audience(s): General public

Year Introduced: 2003

Budget -----

Paid Media \$200,000

New materials \$

Duplication \$100,000

Estimated Earned Media \$

ALCOHOL COUNTERMEASURES

04-41-01-J8 Total Budget \$213,950

Message: Over the Limit, Under Arrest

Selected media: TV and Radio PSA's

Target Audience(s): General Public; , 21-34 y/o males/ those who influence them

Year Introduced: 2003

Budget -----

Paid Media \$200,000

New materials \$
 Duplication \$ 13,950
 Estimated Earned Media \$

04-03-04-164AL Total Budget \$275,000

Message: Safe Ride Message
 Selected media: To be selected by ad agency
 Target Audience(s): Bar Patrons, 21-34 y/o males/ those who influence them
 Year Introduced: 2003

Budget -----

Paid Media \$
 New materials \$275,000
 Duplication \$
 Estimated Earned Media \$
 Source(s): local Tavern leagues

YOUTH ALCOHOL/HIGHWAY SAFETY

04-09-04-157OP Total Budget \$200,000

Message: Buckle Up or Pay the Price (may be more narrowly targeted)
 Selected media: To be determined
 Target Audience(s): 15-24 year olds
 Year Introduced: 2003

Budget -----

Paid Media \$ 0
 New materials \$200,000
 Duplication \$ 0
 Estimated Earned Media \$
 Source(s): local sources

04-41-06-J8 Total Budget \$83,300

Message: Various messages, new community message to be developed
 Selected media: Video PSA, print posters & brochures, purchased resources
 Target Audience(s): 15-24 year olds
 Year Introduced: 1998

Budget -----

Paid Media \$ 0
 New materials \$ 0
 Duplication \$ 15,000
 Estimated Earned Media \$
 Source(s): local sources

04-44-01-JX Total Budget \$112,000

Message: Various messages, new community message to be developed
 Selected media: Video PSA, Print posters, brochures, purchased resources
 Target Audience(s): 15-24 year olds
 Year Introduced: 1998

Budget -----
 Paid Media \$ 0
 New materials \$ 102,000
 Duplication \$ 10,000
 Estimated Earned Media \$
 Source(s): local sources

POLICE TRAFFIC SERVICES

04-04-02-PT Total Budget \$ 50,000

Message:
 Selected media: Print posters, brochures, citation holders
 Target Audience(s): General public
 Year Introduced:
 Budget -----

Paid Media \$
 New materials \$
 Duplication \$
 Estimated Earned Media \$
 Source(s):

EMERGENCY MEDICAL RESPONSE

04-06-01-EM Total Budget \$50,000

Message: Road Warriors, A TIP from EMS,
 Selected media: Video, Print brochures, posters
 Target Audience(s): Emergency responders, HS Students, general public
 Year Introduced: 1991, 1996
 Budget -----

Paid Media \$ 0
 New materials \$ 30,000
 Duplication \$ 25,000
 Estimated Earned Media \$
 Source(s): Local

MOTORCYCLE SAFETY

04-03-04-164AL Total Budget \$30,000

Message: Ride Smart, Ride Sober, Get Trained
 Selected media: Print brochures, posters
 Target Audience(s): Riders, Students, General Public
 Year Introduced: 2002
 Budget -----

Paid Media \$ 0
 New materials \$ 0
 Duplication \$30,000
 Estimated Earned Media \$

Source(s):

PEDESTRIAN, BICYCLE, PUPIL TRANSPORTATION SAFETY

04-09-01-PS Total Budget \$70,000

Message: Safe behaviors for targeted age bicyclists and pedestrians,
parents, educators, school bus drivers; responsibilities and strategies for motorists
Selected media: Video, Print brochures, booklets, curriculum packages, trinkets
Target Audience(s): Children, parents, educators, motorists, Spanish, Khmer
Year Introduced: 1990-1995

Budget -----

Paid Media \$ 0
New materials \$ 0
Duplication \$ 70,000
Estimated Earned Media \$
Source(s): local

461 STATE Total Budget \$10,000

Message: Bicycle laws
Selected media: Print brochures, fact sheets
Target Audience(s): H.S through Adult
Year Introduced: 1985 and updated as needed

Budget -----

Paid Media \$ 0
New materials \$ 0
Duplication \$ 10,000
Estimated Earned Media \$
Source(s): local

CORRIDOR/COMMUNITY TRAFFIC SAFETY

04-10-04-CP Total Budget \$40,000

Message: Various, general highway safety issues, not program-related
Selected media: Radio PSA's, Print brochures
Target Audience(s): General public
Year Introduced: Various, beginning 1995

Budget -----

Paid Media \$ 0
New materials \$ 0
Duplication \$40,000
Estimated Earned Media \$
Source(s):